



ASX ANNOUNCEMENT

14 FEBRUARY 2023



HITIQ Expands Partnership with Bupa Dental

- > **HITIQ has extended its partnership with Bupa Dental for 2023 on the back of an initial, positive retail roll-out in 2022;**
- > **The expanded partnership significantly increases the HITIQ smart mouthguard sales channels to up to 184 Bupa Dental clinics (previously 52 in 2022), Australia-wide; and**
- > **Extension made ahead of intensive mouthguard sale period leading up to amateur Australian Rules Football, Rugby League and Rugby Union seasons.**

Transformative concussion management technology company, HITIQ Limited (ASX: HIQ) (HITIQ or the Company), is pleased to announce the extended agreement for its exclusive partnership with Bupa Dental (as announced on 20 December 2021) with up to 184 clinics set to offer the 'smart mouthguards' to junior and amateur athletes in 2023. As a result of the expansion of clinics, Bupa Dental will have more than tripled the number of clinics that can offer the HITIQ mouthguards Australia-wide.

The extension follows a positive retail roll-out in 2022. Concussion is a growing concern at amateur sports levels with recent reports suggesting four out of ten amateur players suffer from some level of trauma linked to repeated head injuries and blows to the head¹. HITIQ smart mouthguard data has revealed that **across the major Australian contact sports codes, players sustain an average of 13 head impacts per game.**

HITIQ smart mouthguards are currently used by the AFL and other professional contact sports codes. The smart mouthguards are embedded with force measuring sensors that log head knocks as well as the accumulation of force from hits sustained during a game. Paired with an easy-to-use mobile application, the system provides an alert following the detection of any significant head impact using HITIQ's concussion injury screening tool.

¹ [Brain injuries in amateur sport a concern for players, trainers, researchers - ABC News](#)

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The announcement comes ahead of the busy Autumn/Winter amateur and junior sports seasons (such as Australian Rules Football, Rugby League and Rugby Union) with around 13 million adults and 3 million children taking part in sport each year².

The Company is unable to reliably estimate the level of sales to be generated from this partnership, but the Board is pleased that Bupa continues to support the Company's product into its expanded clinics and hopes to leverage off the timing moving into winter sports in the Southern Hemisphere.

Commenting on the agreement, HITIQ CEO, Mike Vegar, said:

- *"We are delighted to extend this relationship with Bupa Dental on the back of a*
- *positive retail roll-out last year. Together with Bupa Dental we discussed many*
- *learnings from last year and plan on a more efficient and expanded program this year.*
- *Along with Bupa Dental, we are bringing to fruition elite sporting equipment to*
- *grassroots markets. Our goal is to provide easy-to-use technology, which parents and*
- *amateur athletes can use to identify risk and implement the appropriate*
- *interventions more easily."*

Glenn Thompson, Bupa's Managing Director of Health Services said:

- *"Initial results of our partnership were very promising and we look forward to working*
- *with HITIQ over 2023 to offer this solution across an expanded suite of our Australian*
- *dental practices. We remain proud to be at the forefront of technology as the first*
- *dental network to offer the HITIQ solution to Australians to help make community*
- *sport a safer experience."*

See: <https://www.hitiq.com/product/hitiq-smart-mouthguard>
<https://www.bupadental.com.au/smartmouthguard>

- ENDS -

Authorised for release by the Board of Directors.

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²[About sport in Australia | Australian Government Department of Health and Aged Care](#)

About HITIQ

HITIQ Limited (ASX: **HIQ**) operates in the healthcare equipment sector, providing and further developing a transformative, end-to-end concussion management technology platform. This platform aims to provide a total concussion ecosystem whereby the Company's products support the identification, monitoring and management of sport related brain injury. HITIQ's product suite utilises high-end technology that will span multiple domains – from early detection and surveillance to assessment and rehabilitation technology tools.

HITIQ is targeting a growing worldwide concussion management market including elite and recreational sport, clinical practitioners, military, research, and combat sports. The Company's first commercial partner is the Australian Football League, with current strategy initiatives expanding commercially into Rugby League, Rugby Union, Ice Hockey, Lacrosse, MMA and American Football (particularly the NCAA). The market opportunity globally represents ~500k athletes within the elite market and ~10million in the consumer market.³